Home Furnishings Calendar 1951

WEEK OF

JANUARY

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Room 519 • 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

HOME FURNISHINGS CALENDAR

HOME FURNISHINGS CALENDAR covers all aspects of the home: building and housing; furnishing and decorating; gardening and horticulture; food and major appliances.

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The CALENDAR will furnish free to yearly subscribers an accurate list of editors who cover every phase of the home furnishings field on national trade and consumer publications. Non-subscribers pay $25 for this list. Personnel changes and additions are published weekly. Avail yourself of this invaluable service.

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One of our important functions is to clear dates so that conflicts will not arise. Check with us as to available times before scheduling your next affair.

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Events are listed without charge in the CALENDAR for approximately six weeks in advance. Let us have your listing as early as possible so that we may help you to avoid conflicts in dates and give you increasingly better service. New events, last minute changes and revisions are added each week as scheduled.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Mar. 1 Mar. 28	GOOD HOME DESIGN SHOW Good Home Design on a Limited Budget is the name of the exhibit which has just opened. Models of five country houses to cost about $8500 each will be shown; also actual pieces of furniture (some of them the Konwiser "Mardi Gras" group designed by Norman Cherner), plans, graphs and photographs showing the close relationship between interior and exterior phases of structural design. Norman Cherner and Edwin Kramer are the architects who have prepared the exhibit. There will be panel discussions by these two men at 3:30 P.M. on March 7 and March 21. Contact: Mrs. Vanderbilt Webb or Mrs. Audrey Dahlerup, PL. 3-9094.	AMERICA HOUSE	32 EAST 52ND ST.
Mar. 1- Mar. 31	ANNUAL FIG FESTIVAL SPONSOR: CALIF. FIG INST., P.O. BOX 709, FRESNO, CALIFORNIA.		
Thursday Mar. 1 Going on	NEW PUBLICITY HEAD Public relations and publicity for this concern will now be handled by Philip Schuyler, for the past ten years associated with Baldwin & Mermey, who has now opened his own office at 14 East 28th Street, New York 16, N. Y. Publicity: Philip Schuyler, LE. 2-7800.	F. SCHUMACHER & WAVERLY	60 WEST 40TH ST.
Thursday Mar. 1 Going on	HAND-WOVEN SWEDISH RUGS Swedish rugs, designed by Prince Sigvard Bernadotte, son of Sweden's present King, and hand-woven under Nils Nissim by Swedish countrywomen in families with a tradition of fine weaving are now available. They may be special-ordered in any color or design and in sizes running up to 15 feet in width and in any length. Publicity: Philip Schuyler, LE. 2-7800.	F. SCHUMACHER & CO.	60 WEST 40TH ST.

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday Mar. 2 4:00 P.M.- 7:00 P.M.	NEW WALLPAPERS A new collection of Approved Williamsburg Wallpapers, shown to the press last week, will be on view for the trade by invitation only on this date. Publicity: Ramona Vincent, PL. 9-5410.	KATZENBACH & WARREN, INC.	575 MADISON AVENUE
Mar. 3- Mar. 11	OAKLAND NATIONAL HOME SHOW, OAKLAND EXPOSITION BLDG., OAKLAND, CALIFORNIA. CONTACT: IRA W. CURRY, OAKLAND AUDITORIUM, OAKLAND, CALIFORNIA.		
Mar. 3- Mar. 11	NATIONAL FLOWER & GARDEN SHOW, BALTIMORE, MARYLAND. CONTACT: R. H. ROLAND, 600 SO. MICHIGAN AVENUE, CHICAGO, ILLINOIS.		
Mar. 4- Mar. 7	DENVER GIFT AND JEWELRY SHOW, ALBANY HOTEL, DENVER, COLORADO. CONTACT: MRS. MILDRED DALTON, 712 WEST OLIVE ST., LOS ANGELES, CALIF.		
Mar. 4- Mar. 7	ST. LOUIS GIFT SHOW, STATLER HOTEL, ST. LOUIS, MISSOURI. CONTACT: G. L. WENNERSTROM, 2205 GRAND AVENUE, KANSAS CITY, MISSOURI.		
Mar. 4- Mar. 8	DETROIT GIFT SHOW, STATLER & BOOK CADILLAC HOTELS, DETROIT, MICHIGAN. CONTACT: WALTER E. OFFINGER, 15-117 MERCHANDISE MART, CHICAGO 54, ILL.		

WEEK BEGINNING MONDAY, MARCH 5, 1951

Monday Mar. 5 7:30 P.M.	NINETEENTH LECTURE Subject of this lecture will be "The Three C's of Advertising - Contests, Coupons and Conventions." The use of premiums in contests and coupon-advertising will be discussed by Robert F. Degen of Ted Bates & Co. Why people go to conventions is the subject to be handled by Hulda Kloenne of Paper Cup and Container Institute. Contact: Mabel Blake, CI. 5-4149.	ADV. WOMEN OF N.Y.	WALDORF-ASTORIA
Mar. 5- Mar. 6	CANADIAN SPI ANNUAL MEETING, MOUNT ROYAL HOTEL, MONTREAL, QUEBEC, CANADA. CONTACT: LANGDON P. WILLIAMS, SOC. OF THE PLASTIC IND., MU. 6-1490.		
Mar. 5- Mar. 8	YORK ANTIQUES SHOW, YORK, PENNSYLVANIA. CONTACT: MRS. M. I. RENNER, 483 W. MARKET ST., YORK, PENNSYLVANIA.		
Monday Mar. 5- Mar. 9	TABLE SETTING EXHIBIT Five Hundred Years of Table Setting will be the theme of the exhibit of the Franciscan Library of Ceramics under the auspices of Helen Sprackling in Booth D-30, National Antiques Show. Publ.: Edith Greenman, PL. 9-1460.	FRANCISCAN LIBRARY	MADISON SQ. GARDEN
Mar. 5- Mar. 9	BOSTON GIFT SHOW, HOTEL STATLER, BOSTON, MASSACHUSETTS. CONTACT: GEORGE F. LITTLE MANAGEMENT, 220 FIFTH AVENUE, MU. 9-7147.		
Mar. 5- Mar. 10	CENTRAL PENNSYLVANIA BLDRS. SHOW, STATE FARM SHOW BLDG., HARRISBURG, PA. CONTACT: J. L. BARREN, 2501 NO. FRONT ST., HARRISBURG, PENNSYLVANIA.		
Monday Mar. 5- Mar. 10	INTERNATL. FLOWER SHOW The 35th International Flower Show will feature town and country gardens this year. It is being held earlier than usual because of an early Easter on March 25. As usual, the Show is being conducted jointly by the Horticultural Society of N.Y. and the N.Y. Florists Club. Publ.: Edward F. Korbel and Worth Colwell, 480 Lexington Ave., PL. 9-7340. For information on exhibits contact: Clifford Lowther, 157 W. 58th St., N.Y.	GRAND CENTRAL PALACE	480 LEXINGTON AVE.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Mar. 5- Mar. 11	ANNUAL ANTIQUES SHOW The Seventh Annual National Antiques Show will be held at this time. The lobby is to be decorated with Scalamandre silks, using five-foot panels from the textiles now in Blair House, Colonial Williamsburg, Monticello and so forth. The theme of the show is "Antiques in Decorating." An elaborate lecture program is being arranged with outstanding designers and decorators as speakers. Hours: 1 to 11 P.M. Monday through Saturday 1 to 7 P.M. Sunday. Press will be admitted at 10 A.M. on Monday, March 5 when models will be available for photographs. Advance stories and pictures may be obtained on Sunday, March 4. Contact: Morton Yarmon, BE. 3-6010 or Walter Kaner Assoc., PE. 6-0380.	NATIONAL ANTIQUES SHOW	MADISON SQ. GARDEN
Mar. 5- Mar. 16	ANNUAL AMERICAN TOY FAIR, HOTELS NEW YORKER AND McALPIN, NEW YORK, N. Y. PUBLICITY: RUTH MILLARD, OR. 5-1141.		
Tuesday Mar. 6 7:00 P.M.	PUBLICITY COURSE A ten weeks' course on "Fundamentals of Publicity" will start on this date and continue on Tuesday evenings. It is open both to beginners and to publicity executives and will cover all media of publicity as well as the fields of home furnishings, food, fashion and cosmetics, products and personalities. Fee, $15. Registration forms may be obtained from the Club. Contact: Rita Otway, PL. 5-4000.	PUBL. CLUB OF NEW YORK	HOTEL SHELTON
Mar. 6- 7:30 P.M.	MONTHLY MEETING, UPH. FURN. MFRS. ASSN., HOTEL McALPIN, NEW YORK CITY. CONTACT: IRVING R. KASS, TOLLERIS, KASS & TOLLERIS, MU. 3-4247.		
Mar. 6- Mar. 9	SOUTHEASTERN NEW ENGLAND FARM & HOME CONGRESS, PROVIDENCE, RHODE ISLAND. CONTACT: WM. COTTER, JR., 5 NARRAGANSETT COURT, NARRAGANSETT, R. I.		
Thursday Mar. 8 12:00 M. 3:00 P.M.	PRESS PREVIEW: FINE GLASS The new Tiffin Collection, a museum group of fine glass, table glassware and decorators' pieces, will be shown to the press at the buffet luncheon in the Sapphire Room, 2nd Floor. By invitation only. Contact: Florence Brobeck, MU. 8-8197.	U.S. GLASS CO.	HOTEL PIERRE
Thursday Mar. 8 7:30 P.M. May 10	PUBLICITY COURSE A ten week publicity course of lectures will be held each Thursday evening and will cover publicity in women's fields; radio, television, newsreel; agency operation; fashion, cosmetic, food and home furnishings publicity; tie-ins; publicity and the editor; publicity and the retail store. Fee, $20. Contact: Henrietta Gilbert, MU. 8-1837.	PUB. THAT REACHES THE WOMEN	1068 2ND AVENUE
Friday Mar. 9 7:00 P.M.- 2:00 A.M.	DINNER DANCE The 1951 dinner dance of this organization will be held in the Grand Ballroom under the title "Bal des Camellias". Quick Magazine is sponsoring this year's programs. Evening dress required. There will be door prizes and a gift for each woman attending. Members are urged to bring clients and their wives. Tickets $15 each. Contact: Liliane McKinley, Adv. Women of N.Y., 1233 6th Ave., N.Y.C., CI. 5-4149.	ADV. WOMEN OF N.Y.	WALDORF-ASTORIA
Mar. 10- Mar. 17	MILWAUKEE HOME SHOW, AUDITORIUM, MILWAUKEE, WISCONSIN. CONTACT: JOHN J. ROACHE, 606 W. WISCONSIN AVE., MILWAUKEE, WISCONSIN.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Mar. 10- Mar. 18	TOLEDO BLADE HOME & TRAVEL SHOW, CIVIC AUDITORIUM, TOLEDO, OHIO. CONTACT: MILT H. TARLOFF, 505 SPITZER BLDG., TOLEDO 4, OHIO.		
Mar. 11- Mar. 17	CLASSIFIED BRAND NAMES WEEK, SPONSOR: ASSOCIATION OF NEWSPAPER CLASSIFIED ADVERTISING MANAGERS, c/o WALTER S. CAMPBELL, DETROIT FREE PRESS, DETROIT.		
Mar. 11- Mar. 17	NEW ENGLAND SPRING FLOWER SHOW, BOSTON, MASS. CONTACT: A. H. NEHRLING, 300 MASSACHUSETTS AVE., BOSTON 15, MASS.		
	WEEK BEGINNING MONDAY, MARCH 12, 1951		
Monday Mar. 12 7:30 P.M.	TWENTIETH LECTURE Subject will be The Role of Home Economists and Educators in Advertising. Speakers: Elizabeth Stout, Celanese Corp.; Katherine Fisher, Good Housekeeping; Ina Lindman, United Fruit Co.; Elizabeth Sweeney Herbert, McCalls Magazine. Contact: Mabel Blake, CI. 5-4149.	ADV. WOMEN OF N.Y.	WALDORF-ASTORIA
Monday Mar. 12- Mar. 15	MONTREAL GIFT SHOW TO BE HELD This gift show at which a wide range of china, glass, lamps, large and small appliances and small wares are shown is expected to be attended by more buyers than last year, due to the widespread shortages. Contact: Harold Young, 9 Duke Street, Toronto, Ont., Canada.	CANADIAN IMPORTERS & TRADERS ASSN.	MOUNT ROYAL HOTEL MONTREAL, CANADA
Monday Mar. 12- Mar. 16	MARKETING SEMINAR AND CONFERENCE The Conference will be held on Mar. 12-13; the Seminar will follow: Mar. 14-16. Publicity: Edward K. Moss, BR. 9-6055.	AM. MANAGEMENT ASSN. 330 WEST 42ND STREET	WALDORF-ASTORIA NEW YORK
Mar. 12- Mar. 17	GRAND RAPIDS HOME SHOW, GRAND RAPIDS, MICHIGAN. CONTACT: F. E. EDERLE, 200 N. IONIA N.W., GRAND RAPIDS 2, MICHIGAN.		
Monday Mar. 12- Mar. 17	SHORT COURSE FOR INDUSTRIAL EDITORS The fifth annual Industrial Editors Short Course is offered again this year. Contact: Clement E. Trout, Head, Technical Journalism, Oklahoma A. & M. College, Stillwater, Oklahoma.	OKLAHOMA A. & M. COLLEGE	STILLWATER OKLAHOMA
Wednesday Mar. 14- June 6 7:00 P.M.- 8:40 P.M.	TWELVE MEETING The City College Adult Education Program is offering a twelve-week workshop to be conducted by Beatrice Schapper. Actual practice in preparation of material for editors of trade, special interest, professional and popular magazines with how-to-do-it guidance will be offered. Fee is $15. Registration takes place at any branch library, or mail check or money order to Adult Educ. Office, City College, Convent Ave., and 139th St., New York, N.Y. Contact: Beatrice Schapper, AT. 9-9369.	CITY COLLEGE ADULT EDUC.	N.Y. PUB. LIBRARY
Thursday Mar. 15 7:30 P.M.	LECTURE ON WIRING The need for adequate home wiring to carry today's increased load will be the subject of the lecture to be given by Max Parmelee of the Square D. Company and James D. Lynett, superintendent of the N.Y. Board of Fire Underwriters. Publicity: Winonah Murphy, JU. 6-2424.	RESIDENCE LIGHTING FORUM	570 LEXINGTON AVE.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Mar. 15- Mar. 17	OHIO INDUSTRIAL ARTS ASSN., DESHLER WALLICK HOTEL, COLUMBUS, OHIO. CONTACT: MERLE E. LEGGETT, BOARD OF EDUCATION, MEDINA, OHIO.		
Mar. 17	ST. PATRICK'S DAY (SATURDAY).		

ADVANCE DATES AND NOTICES

Monday Mar. 19 7:30 P.M.	TWENTY-FIRST LECTURE Subject is Publicity and Public Relations, their functions, techniques and how they fit into an advertising campaign. Speaker will be Caroline Hood, Dir. Pub. Rel., Rockefeller Center, Inc. Contact: Mabel Blake, CI. 5-4149.	ADV. WOMEN OF N.Y.	WALDORF-ASTORIA
Mar. 19	KALAMAZOO HOME BLDRS. ASSN., RECREATION PARK, KALAMAZOO, MICHIGAN. CONTACT: M. DALE OGDEN, 1722 HILLSHIRE DRIVE, KALAMAZOO, 28, MICHIGAN.		
Mar. 19- Mar. 22	RADIO ENGINEERING SHOW, INSTITUTE OF RADIO ENGINEERS, WALDORF ASTORIA. CONTACT: G. W. BAILEY, 1 E. 79TH STREET, NEW YORK 21, N. Y.		
Mar. 19- Mar. 23	NATL. CONFERENCE STATE SUPERVISORS HOME ECONOMICS, WASHINGTON, D. C. CONTACT: MRS. ATA LEE, U. S. OFFICE OF EDUCATION, WASHINGTON, D. C.		
Monday Mar. 19- Apr. 14	TOURS: HISTORIC HOUSES A series of four tours to eighteen of the famous private houses of Charleston will be held, Mondays through Fridays and each Sunday except for Easter. For complete information address: Historic Charleston Foundation, 94 Church Street, Charleston, South Carolina.	HISTORIC CHARLESTON FNDTN.	CHARLESTON, S. C.
Mar. 20- Mar. 23	COLUMBUS FARM AND HOME WEEK, IVES HALL, OHIO STATE UNIV., COLUMBUS, OHIO. CONTACT: I. P. BLAUSER, OHIO STATE UNIVERSITY, COLUMBUS, OHIO.		
Mar. 23	GOOD FRIDAY.		
Mar. 24- Apr. 1	DALLAS HOME SHOW, STATE FAIR GROUND, DALLAS, TEXAS. CONTACT: SUE R. GODFREY, 2109 LIVE OAK, DALLAS, TEXAS.		
Mar. 25	EASTER SUNDAY.		
Mar. 25- Mar. 31	HONEY FOR BREAKFAST WEEK. SPONSOR: AM. HONEY INST., COMM. STATE BANK BLDG., MADISON 3, WISCONSIN.		
Mar. 25- Apr. 1	MIAMI HOME SHOW, CITY AUDITORIUM, MIAMI, FLORIDA. CONTACT: C. H. BROOKS, 8426 N. W. 2ND AVENUE, MIAMI, FLORIDA.		
Monday Mar. 26 7:30 P.M.	TWENTY-SECOND LECTURE Subject of this lecture will be the use of advertising in public relations. Joseph L. Barrett, Pres. N.Y. Chapter, Public Relations Soc. of America, will be the speaker. Contact: Mabel Blake, CI. 5-4149.	ADV. WOMEN OF N.Y.	WALDORF-ASTORIA
Monday Mar. 26- Mar. 29	COPLEY PLAZA ANTIQUES SHOW This antiques show will be open from 1 to 10 P.M. daily and will be held in the Main Ballroom and the Ballroom Foyer. Contact: Dorothy Hazen, Mgr., 660 Madison Avenue, New York 21, N.Y., TE. 8-6830.	NEW YORK ANTIQUES FAIR 660 MADISON AVENUE	COPLEY PLAZA BOSTON, MASS.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Mar. 26- Mar. 30	PHILADELPHIA GIFT SHOW, BENJAMIN FRANKLIN HOTEL, PHILADELPHIA, PA. CONTACT: GEORGE F. LITTLE MANAGEMENT, 220 FIFTH AVENUE, MU. 9-7147.		
Mar. 26- Mar. 31	SPRING 1951 BOSTON FURNITURE SHOW, MECHANICS BLDG., BOSTON, MASS. CONTACT: M. C. O'BRIEN, 90 CANAL STREET, BOSTON, MASS.		
Wednesday Mar. 28 5:15 P.M.- 7:00 P.M.	RECEPTION FOR NEW MEMBERS A reception for new members of the Home Fashions League will be held on this date. Any present member will be admitted free providing she has sponsored a signed-up new member between January 1 and the day of the party. There will be prizes for those who have sponsored the greatest number of new members - a hat and a bottle of champagne. Contact: Mary Elizabeth Talmadge, MU. 9-5000 or Josephine Brush, PL. 5-2276.	HOME FASHIONS LEAGUE, INC. 441 MADISON AVENUE	DAN COOPER 30 ROCKEFELLER PL.
Mar. 28- Mar. 31	NATL. ART EDUCATION ASSOCIATION, HOTEL STATLER, NEW YORK, N.Y. CONTACT: DR. EDWIN ZIEGFELD, COLUMBIA UNIVERSITY, NEW YORK, N.Y.		
Mar. 29- Mar. 31	EASTERN ARTS ASSOCIATION, HOTEL STATLER, NEW YORK, N.Y. CONTACT: V. A. ROY, PRATT INST., 251 RIERSON ST., BROOKLYN 5, N.Y.		
Mar. 30- Apr. 8	THIRD ANNUAL CALIFORNIA HOBBY SHOW, SHRINE CONV. HALL, LOS ANGELES, CALIF. CONTACT: CHET BILLINGS, TABERY CORP., 3443 SO. HILL ST., LOS ANGELES 7.		
Mar. 30- Apr. 8	WORLD HOBBY EXPOSITION, THE COLISEUM, CHICAGO, ILLINOIS. CONTACT: CHARLES SNITOW, 331 MADISON AVENUE, NEW YORK 17, N.Y.		
Saturday Mar. 31- Apr. 1	EASTERN CONFERENCE This conference will be held at the Shoreham Hotel. Persons attending are asked not to register until they receive a card from the Chairman, Miss Kay Hanson, as a block of rooms has been reserved. Registration fee of $15 covers all events. Friday, March 30 there will be an early bird session in the evening with the Baltimore Club as hostess. There will be interesting speakers at the Saturday morning sessions which will be followed by a luncheon. In the afternoon Mrs. Truman will receive the clubs at a tea at Blair House and in the evening there will be a costume party to which men guests are invited. Vice President and Mrs. Barkley will review the grand march. On Sunday morning a brunch session will be held to discuss club activities. Contact: Katherine L. Hanson, United Service Association, Inc., Wardman-Park Hotel, Washington, D.C.	WOMEN'S ADVERTISING CLUBS	WASHINGTON, D.C.
Mar. 31- Apr. 8	WASHINGTON HOME BLDRS. SHOW & HOME FURNISHING FESTIVAL, NATL. GUARD ARMORY WASHINGTON, D.C. CONTACT: JAMES W. PEARSON, 1757 K.ST., WASHINGTON, D.C.		
Apr. 1- Apr. 4	CALIFORNIA RETAIL JEWELERS ASSN., PALACE HOTEL, SAN FRANCISCO, CALIF. CONTACT: WILLIAM M. ERB, 46 KEARNEY ST., SAN FRANCISCO, CALIFORNIA.		
Monday Apr. 2- Apr. 12	CARPET FASHION OPENING During the 1951 Carpet Fashion Opening, the Carpet Institute will sponsor two contests: one for outstanding window and interior floor covering displays showing best coordination with the Carpet Fashion Opening, and another for the most original newspaper ads showing best coordination. For complete contest details write to Display Contest or Newspaper Ad Contest, The Carpet Institute, Empire State Bldg., New York 1, N.Y. Publ.: Melva Chesrown, Fred Eldean Organization, EL. 5-7651.	CARPET INSTITUTE	COUNTRYWIDE

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Apr. 7- Apr. 14	NATIONAL DONUT WEEK. SPONSOR: NATL. DONUT WEEK COMM., 152 W. 42ND ST., NEW YORK 18, N. Y.		
Apr. 8- Apr. 15	HOUSTON NATL. HOME SHOW, COLISEUM, HOUSTON, TEXAS. CONTACT: I. W. CURRY, 903 BANKERS MORTGAGE BLDG., HOUSTON, TEXAS.		
Apr. 9- Apr. 13	SOUTHWEST FURNITURE MARKET, FAIR PARK BUILDINGS, DALLAS, TEXAS CONTACT: H. E. DILL, 902 SOUTHLAND LIFE ANNEX, DALLAS, TEXAS		
Monday Apr. 9- Apr. 14	COUNTRY ANTIQUES FAIR Emphasis will be on the country antique dealers at this fair. Hours: 1 to 11 P.M. daily; closing Saturday at 6 P.M. Contact: The Nuttalls and Dorothy Hazen, mgrs., TE. 8-6830.	NEW YORK ANTIQUES FAIR, INC.	71ST REG. ARMORY
Wednesday Apr. 11	BRAND NAMES DAY LUNCHEON AND AWARDS Nearly 200 retail stores will be considered for top honors in the 3rd annual Brand Name Retailer of the Year awards. Seventeen awards will be made on this date to a store in one each of these categories: alcoholic beverage; children's wear; department stores; electrical appliance; drug; food; furniture stores; gasoline service stations; hardware; jewelry; men's wear; music, shoe; sporting goods; stationery; variety stores; women's specialty shops. Five runners-up in each category will receive certificates of distinction. Contact: Brand Names Foundation, PL. 9-8425.	BRAND NAMES FOUNDATION 37 WEST 57TH ST.	GRAND BALLROOM HOTEL COMMODORE
Apr. 11- Apr. 21	NATIONALLY ADVERTISED BRANDS WEEK IN VARIETY STORES. SPONSOR: CHAIN STORE AGE VARIETY EDITIONS, 185 MADISON AVE., NEW YORK 16.		
Apr. 14- Apr. 20	OKLAHOMA NATL. HOME SHOW, OKLAHOMA CITY, OKLAHOMA. CONTACT: GUS FIELDS, 329 BILTMORE HOTEL, OKLAHOMA CITY, OKLAHOMA.		

MUSEUM, GALLERY & GARDEN NEWS

Thursday Mar. 1- Apr. 15	FURNITURE EXHIBIT An exhibition of a distinguished collection of 18th century American furniture and of American and European decorative arts has just opened. Publicity: John Gordon, NE. 8-5000.	BROOKLYN MUSEUM	EASTERN PARKWAY
Thursday Mar. 8 5:30 P.M. Apr. 1	KNIFE, FORK AND SPOON EXHIBIT PREVIEW Press preview, by invitation only, will be held on March 8. The exhibit will open to the public on Friday, March 9. This exhibit, prepared by the Walker Art Center of Minneapolis and sponsored by Towle Silversmiths of Newburyport, Mass., traces the growth of these widely used "tools" from prehistoric times to the present day. Part of the exhibit shows the step by step creation of Towle's new design, "Contour", which will be available in May. There are examples in this display from almost every part of the civilized and uncivilized world. Publicity: Emily S. Nathan - Helen Erskine, 551 Madison Avenue, PL. 3-4690.	AMERICAN MUSEUM OF NATURAL HISTORY	CENTRAL PARK WEST AND 79TH STREET
Monday Mar. 13- Apr. 3	CERAMIC EXHIBIT The 57th Annual Exhibit of the N.Y. Society of Ceramic Arts will be held in the Education Hall and will be supplemented with lecture tours and demonstrations. Publicity: Edna Yadven Kamlet, GR. 7-4173.	MUSEUM OF NAT. HISTORY	CENTRAL PK. & 79TH ST.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

MUSEUM, GALLERY AND GARDEN NEWS (Cont'd)

Friday Mar. 16- May 13	75TH ANNIVERSARY EXHIBIT Paintings and sculpture by 75 artists associated with the Art Students League of N.Y. from its early days to the present will go on display. Publicity: Lillian Greene, TR. 9-5500.	METROPOLITAN MUSEUM	5TH AVE. & 82ND ST.
Tuesday Mar. 27- 2:00 P.M.- 5:00 P.M. May 27	PRESS PREVIEW A press preview of the winning designs in the lamp competition sponsored jointly by the Museum of Modern Art and the Heifetz Co. will be held on this date. The winner will go on sale March 28 in stores throughout the country. Publicity for the Museum, Betty Chamberlain, CI. 5-8900; Publicity for the Heifetz Co., Hilda Kassell, PL. 9-2917.	MUSEUM OF MODERN ART	11 WEST 53RD STREET

EDITORIAL REQUIREMENTS

For Country Gentleman, Independence Square, Philadelphia 5, Penna.

Pictures and descriptions of new items in the home furnishings field slanted for rural and suburban homes will be welcome. Readers are interested in both modern and traditional furnishings, moderately priced and of conservative design. Unusual items which are more expensive but which forecast a trend, and suggestions of how to construct or make things over are also of great interest. Address: Kay Wood, Home Furnishings Editor.

For Oneida Paper Products, Inc., 10 Clifton Blvd., Clifton, New Jersey

Releases (no photographs) dealing with any subject of interest to women are desired by this organization for its internal house magazine, known as the "Bag-A-Telle." The concern is a manufacturer and converter of specialty paper bags with plants located throughout the United States. Address: Stanley H. Oshan, Merchandising and Advertising Director.

For The Cedar Rapids Gazette, Cedar Rapids, Iowa.

This paper will have its annual spring building and home furnishings section in the near future and would like material slanted toward the remodeling angle. Art, wallpaper, window dressing or any how to do releases will be of special interest. Material should be received by March 15. Address: Naomi Doebel, Bldg. and Home Furnishings Editor.

RADIO AND TELEVISION PROGRAMS

Station KTTV - 5746 Sunset Boulevard, Hollywood 28, Calif. Television

1:00 - 1:10 P.M. - Occupation: Housewife - Lenore Kingston. A series of vignettes show the housewife how to make home-making more practical and pleasant. Monday, Wednesday, Friday.

3:00 - 3:30 P.M. - Come Into the Kitchen - Freda Nelson. Cooking show devoted to practical side of making meals, keeping within budget and kitchen shortcuts. Monday through Friday.

7:00 - 7:30 P.M. - Kay Mulvey's Open House - Features famous guests from movie and entertainment world; homemaking suggestions; ideas for entertaining, cooking, etc., Monday, Thursday.

Home Furnishings Calendar

Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

Emma Aubert Cole, Managing Editor
Zelda K. Schiller, Circulation Manager
Hilda Kassell, Promotion Director

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